

PERFORATED FILM CONSTRUCTIONS FOR BACKLIT SIGNS

Abstract

5 The present invention provides perforated film constructions, sign faces
including the film constructions, and signs including the sign faces, all of which
are capable of having one appearance under light ambient lighting conditions,
and another appearance when backlit under dark ambient lighting conditions.
The construction is generally planar and includes perforations that occupy, e.g.,
10 about 10-35% of the major surfaces of the construction. The perforations are
separated by an opaque land area. The back surface of the film construction in
the land area (i.e., the surface that is adapted to face the interior of the sign)
reflects, e.g., at least about 50% of normal light incident thereon.

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